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selected user account by the corresponding user accounts associated with users of the activity-assistant system.

16. A non-transitory computer-readable medium comprising instructions that, responsive to execution by a computing device, cause the computing device to perform operations comprising:

retrieving one or more account-specific parameters of a selected user account from a user-account database comprising data for a plurality of user accounts;

determining, based on one or more factors including the one or more account-specific parameters, potential activities from a global activity database comprising data defining a plurality of activities, wherein the data of the plurality of activities comprises one or more global parameters, wherein the one or more global parameters includes a parameter for designating an activity as one of a public activity, a private activity and a private shared activity, and wherein one or more of the potential activities are provided by corresponding user accounts of an activity-assistant system that are different from the selected user account;

for each of the potential activities:

determining one or more signals based at least in part on the one or more global parameters of the potential activity and the one or more account-specific parameters of the selected user account; and

determining a score of the potential activity for the selected user account based on the determined one or more signals; and

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providing for display one or more suggested activities from the potential activities based on the score of each of the potential activities.

17. The non-transitory computer-readable medium of claim **16**, wherein the one or more suggested activities provided for display are ordered by the corresponding score.

18. The non-transitory computer-readable medium of claim **16**, wherein retrieving the one or more account specific parameters of the selected user account comprises acquiring, via an interactive context panel displayed on the computing device, user input comprising at least one of a current user mood, a planned user location, or a planned user timeframe.

19. The non-transitory computer-readable medium of claim **16**, wherein the instructions further cause the computing device to perform the operations comprising:

sending a push notification to a user computing device associated with the selected user account in response to the determined score of at least one of the one or more suggested activities exceeding a relevance threshold.

20. The non-transitory computer-readable medium of claim **16**, wherein the one or more potential activities have been designated as viewable to the selected user account by the corresponding user accounts associated with users of the activity-assistant system.

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